

Message Text

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ACTION EA-12

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UNCLAS TAIPEI 0516

FOR: BED/OIM/EA
BED/OIM/MRD

E.O. 11652: NJ
LAGC BBSR, TW
SUBJECT: SURVEY OF TAIWAN MARKET FOR GRAPHIC INDUSTRIES
EQUIPMENT

REF : TAIPEI 7179

1. ON JANUARY 17, 1978, TTC FORWARDED TO ACTING CMM
ADVANCE COPY OF SUBJECT SURVEY (COPY OF FINAL DRAFT).
GIVEN STATE OF DRAFT AS SUBMITTED, RETYPING, PROOFING
AND PROFESSIONAL PRINTING ARE TAKING MORE TIME.
CONTRACTOR HAS PROMISED DELIVERY JANUARY 26. ADVANCE
COPY AND SUMMARY INFO GIVEN BELOW ARE FOR FORWARD
PLANNING PURPOSES.

2. CCIS SURVEY REPORTS MARKET FOR SUBJECT EQUIPMENT IN
1976 OF \$13.2 MILLION, \$11.4 MILLION OF WHICH WAS
IMPORTED. IN 1981 CONSUMPTION IS EXPECTED TO BE
VALUED AT \$14.6 MILLION, \$12.9 MILLION OF WHICH
SHOULD BE IMPORTED. MARKET SIZE GREW FROM \$5.3
MILLION IN 1973 TO \$9.8 MILLION IN 1975; IMPORTS
INCREASED FROM \$3.8 MILLION TO \$8.1 MILLION.
MARKET SIZE AND IMPORTS IN 1977 SHOULD HAVE
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APPROXIMATED 1976 LEVELS. LOCAL PRODUCTION AND
EXPORTS SHOULD HAVE INCREASED SOMEWHAT TO \$3.2
MILLION AND \$1.4 MILLION RESPECTIVELY. BY 1981
PRODUCTION AND EXPORTS ARE EXPECTED TO HAVE
REACHED \$4 MILLION AND \$2.3 MILLION.

3. ACCORDING TO THE SURVEY, U.S. SALES COULD BE

INCREASED IF "EFFORTS BY SALESMEN WERE INTENSIFIED, MACHINERY EXHIBITIONS WERE HELD AT LEAST ONCE EVERY TWO YEARS, AND SUPERIOR SALES REPRESENTATIVES WERE CHOSEN." ALTHOUGH JAPANESE SUPPLIERS HAVE LARGEST SHARE OF MARKET ON VOLUME BASIS, ON VALUE BASIS U.S. HAD LARGEST SHARE OF OVERALL MARKET IN 1976. ALSO ON VALUE BASIS, JAPAN HAS DECLINING SHARE: 37.5 PERCENT IN 1973, 32.1 PERCENT IN 1975, 31.3 PERCENT IN 1976, PROJECTED AT 30.2 PERCENT IN 1981. U.S. SHARE IS EXPECTED TO INCREASE FROM 37.9 PERCENT IN 1976 TO 44.5 PERCENT IN 1981. OF FOUR MAJOR SUBCATEGORIES, US SUPPLIERS HAD LARGEST SHARE OF MARKET IN 1976 OF "PRESSES AND OTHER PRINTING MACHINERY" ONLY. JAPANESE HAD LARGEST SHARE OF TYPE MAKING AND TYPESETTING, PHOTOGRAPHIC EQUIPMENT AND BOOKBINDING MACHINERY.

4. TARIFFS ARE LOW, 16-19 PERCENT IN MOST CASES. PRINCIPAL END-USERS ARE NEWSPAPER, MAGAZINE AND BOOK PUBLISHERS AND PRINTERS, PRINTING SERVICE COMPANIES, GOVERNMENT PRINTING PLANTS, AND "SPECIAL PRINTING" FIRMS.

5. FOLLOWING PRODUCTS WERE LISTED AS THOSE WITH BEST SALES POTENTIAL:

- A. PHOTOTYPESETTING MACHINES
 - B. PHOTOCOMPOSING MACHINES
 - C. COLOR SEPARATION SYSTEMS
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- D. DENSITOMETERS
 - E. SCANNERS
 - F. OFFSET PRESSES
 - G. ROTARY PRINTING PRESSES
 - H. AUTOMATIC BOOKBINDING MACHINES.
- UNGER

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NNN

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